

ISSUANCE DATE: 03/15/2016
CLOSING DATE: 04/08/2016

Gentlemen/Ladies:

SUBJECT: Solicitation for Personal Services Contractor (PSC) No. 06-2016
USPSC Regional Development Outreach & Communications Coordinator,
USAID/Central Asia, Almaty, Kazakhstan

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking proposals (Optional Form 612) from persons interested in the PSC services described in the attached.

Submissions shall be in accordance with the attached information at the place and time specified.

Any questions may be directed to Christopher Daly, Contracting Officer, and Tatiana Rossova, HR Specialist, who may be reached at FAX No. 7-727-250-76-34, or e-mail almaexo_hr@usaid.gov.

Offerors should retain for their records copies of all enclosures which accompany their proposals.

Sincerely,

Christopher Daly
Contracting Officer

ATTACHMENT TO SOLICITATION NO. 06-2016

1. SOLICITATION NUMBER: 06-2016
2. ISSUANCE DATE: 03/15/2016
3. CLOSING DATE/TIME SPECIFIED FOR RECEIPT OF APPLICATIONS: 04/08/2016 (6 p.m. Almaty Time)
4. POSITION TITLE: USPSC Regional Development Outreach & Communications Coordinator (DOC)
5. MARKET VALUE: \$87,263-\$113,444 per annum (GS-14 equivalent) with 20% Post Differential (currently)
6. PERIOD OF PERFORMANCE: Two years (with possibility for extension)
7. PLACE OF PERFORMANCE: USAID/CENTRAL ASIA, Almaty, Kazakhstan
8. JOB DESCRIPTION:

A) Basic Function of the Position

USAID/CA manages one of the most complex development programs in one of the most demanding environments in the world. The current portfolio includes support for multi-million dollar bilateral and regional programs covering Kazakhstan, Tajikistan, Turkmenistan, and Uzbekistan (with significant support to the Kyrgyz Republic Mission) across a range of technical fields. USAID/CA also works closely with neighboring Missions (primarily Afghanistan, Pakistan, and India) on regional connectivity programming.

USAID works closely with interagency teams at the U.S. Embassies in each country, and is responsible for coordinating closely with these Embassies regarding press, media inquiries, and Embassy awareness of and engagement in public events. The Development Outreach & Communications (DOC) Coordinator is the final clearance on many public materials, including all social media. The DOC works closely with and coordinates these efforts with the USAID Country Offices in Kazakhstan, Tajikistan, Turkmenistan, Uzbekistan, and with USAID Missions in Kyrgyzstan, Afghanistan, Pakistan, and India.

The Senior Development Outreach and Communications Coordinator reports directly to the USAID/CA Strategy and Program Office (SPO) Director and works with Mission and Embassy leadership and staff to implement development outreach and communications efforts to increase awareness of USAID assistance programs in Central Asia. S/he leads the development, outreach, and communications team, which at full strength comprises three staff including two Foreign Service National (FSN) professionals.

The DOC liaises with U.S. Embassy Public Affairs Sections (PAS) to ensure consistency in messaging and strong coordination between USAID and other USG colleagues under the U.S. foreign assistance umbrella. The DOC also liaises with USAID's Asia Bureau and Legislative and Public Affairs (LPA) Bureau in Washington to ensure close coordination as required by USAID policy. The DOC also serves as a 'translator' of complex USAID processes (e.g. branding and marking, USAID outreach policies and procedures, budget, procurement, project design, etc.) and the results of our work to the broader interagency audience to ensure the intricacies of those processes are conveyed to the final recipient whether it's a journalist, the Ambassador, or a visiting Congressional Delegation. The position will also coordinate with other interagency and implementing partners.

B) Major Duties and Responsibilities:

The DOC will manage the full range of public information and outreach activities in support of USAID/CA's programs and objectives, targeting information to specific audiences in both the US and local audiences, in accordance with the Mission's public strategy and evolving circumstances.

Specific duties include but are not limited to the following:

Supervision and Coordination

- Lead the Mission's Development Outreach and Communications (DOC) team and supervise DOC staff to ensure overall quality and coherence of the team's communications and outreach products and initiatives.
- Lead the implementation of the Mission's communications strategy and outreach plan.
- Represent the Mission at the senior level in all matters pertaining to public affairs and outreach activities with other branches of the USG, host country governments, implementing partners, other donor agencies, and other groups or institutions.
- Train USAID's technical staff in Almaty and the regional offices in support of their public speaking and media outreach roles. Oversee the integration of communications in the project design and implementation processes, including the approval of all branding and marking plans.
- Serve as the senior advisor to Mission management regarding all public information, media relations, and outreach matters.
- Maintain up-to-date knowledge of all USAID/CA activities and processes, as well as a keen awareness of political and policy issues.
- Advise USAID staff and implementing partners on developing appropriate public information programs and initiatives.
- Serve as a resident expert on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320 and the Agency's Graphic Standards Manual.
- Oversee and provide regular trainings to USAID staff and implementing partners on the appropriate use of branding and marking; work closely with C/AORs to ensure adherence to branding in the field; and, seek guidance from Asia Bureau and LPA on any disputes or waiver requests.
- Establish and maintain contacts with donor representatives, implementing partners, and other USG agencies to collect information for public materials.

Public Information and Publicity Materials

- Coordinate information dissemination, media outreach, and public events within the Mission; with the Mission's offices, units and technical staff; and with all non-USG organizations.
- Oversee the drafting, editing, and dissemination of timely and accurate information, fact sheets, press releases, newsletters, brochures, presentations, responses for requests for information, and all other public information materials relating to USAID/Central Asia' activities. These must be written in clear, concise English, and to the extent possible Russian and other local languages, prepared with both the media and general audiences in mind, and designed for print, power points, and web use.
- Oversee the preparation of submissions for Embassy daily briefings, Administrator's Reports, and submissions for USAID Frontlines and other USAID public information platforms including the Agency's Blog, Facebook, Twitter, YouTube and other new or emerging social media sites.

- Oversee the use of social media platforms as an engagement tool with a focus on digital advocacy and outreach; a social media strategy complements the broader communications plan.
- The DOC will manage the preparation and maintenance of an updated standard information package on the USAID program for briefings and for distribution to the public and the media; and for USAID/W, Asia Bureau, LPA, State, Congress; including scene setters, program briefing papers, project status reports, maps, photos, information about other donors, and general information about each country in Central Asia.
- S/He oversees the maintenance of the Mission's English-language web materials to ensure they are accurate and up-to-date.
- Oversee the writing and distribution of press releases on program successes, project inaugurations, significant developments, and other results. Follow up with media to encourage and support coverage of public events. Coordinate with technical offices, Embassy's PAS, Asia Bureau and LPA to produce and release timely, accurate, and useful written information to local and international media.

Media and Public Relations

- Promote separate, pro-active, targeted, information and media outreach activities. These activities are specifically designed to push accurate information about USAID programs deep into local, regional and national markets, through the selective use of radio, television, newspapers, magazines, public service announcements, advertisements, billboards, and traditional communications.
- Oversee all international and local media relations. Work closely with PAS on press relations and maintain contacts with high-level Western and local journalists from all media outlets.
- Advise and work with Embassy PAS to expand opportunities to keep media abreast of USAID/CA programs, including TV, radio and other media. This may include arranging interviews, briefings, media tours of USAID projects, etc.
- In collaboration with PAS, advise the Mission Director and USAID staff on press and media relations. Ensure a targeted, coherent, and consistent message from all USAID staff and implementing partners.
- Coordinate with host government public relations offices, maintaining good relations and advising on working with local and international media.
- Supervise the monitoring of the local and international press coverage, awareness, and attitudes concerning USAID programs and monitor effectiveness of the communications strategy. Provide feedback to inform ongoing activities and future programming.
- As directed by Mission front office and in collaboration with PAS, respond to inquiries from the general public, media, and other sources about USAID programs and projects.

Publicity Events

- Organize and coordinate press events for USAID projects in conjunction with the PAS, USAID Mission Director and Deputy Director, technical teams, and implementing partners. This includes conferences, openings, field visits, and other ceremonies.
- Write press releases, speeches, and talking points; organize background briefings for media; compile and disseminate press packets; deal with protocol issues, site selection, staging, and

logistical issues; identify and schedule speakers; liaise with U.S. and local government officials; write or edit Briefing Checklists (BCLs), scene setters, briefing materials and memorandums to the Ambassador or his/her deputies when participation in events is warranted; write or edit BCLs and Scene Setters for USAID's Front Office when participation in events is warranted; provide on-site coordination of media. Follow up with media to ensure coverage of public events. Manage the posting of all event information and materials to the Mission website, USAID main website, and other social media platforms.

- Review and edit press releases, speeches, and talking points drafted by implementing partners for USAID events; review and edit BCLs and Scene Setters drafted by implementing partners for USAID events.
- Submit all press releases and interview requests – in-house and those drafted by implementing partners – to PAS (and Asia Bureau and LPA, when appropriate) for review and approval.
- Photograph and/or produce video of USAID events for the USAID and Embassy websites and for USAID/CA's archives.
- Serve as the Mission's primary point of contact for publicity events and site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities. Coordinate VIP site visits as necessary. Coordinate with Embassy on schedules and logistics. Lead the preparation of briefing materials, scene setters, and other information products and processes to support these visits. Maintain a diverse list of potential site visit locations appropriate for a variety of CODEL, STAFFDEL, and other high-level visitors, coordinating closely with partners in advance.

Perform other duties/activities that the US Ambassador, USAID Mission Director and Deputy Director, USAID/Washington and circumstances may dictate.

C) QUALIFICATION REQUIREMENTS

1) GENERAL

Must be a U.S. citizen, must be able to obtain a U.S. Government "SECRET" security clearance. Must be able to secure a medical clearance to serve in Central Asia. Must be willing to travel throughout the five countries in Central Asia ; available and willing to commit to the Contract Performance Period of 24 months.

2.) EDUCATION

Bachelor's degree with significant coursework in relevant fields. Relevant fields include – but are not limited to – journalism, communications, public relations or affairs, international relations, international development, public administration, development/area studies, and social studies. Master's degree in relevant field is preferred, but not required.

3) PRIOR WORK EXPERIENCE

Minimum five (5) years of progressively responsible hands-on experience as a journalist or related experience in public affairs, outreach, or campaigns. The candidate must have at least five years' relevant experience in a developing country. Relevant experience is defined as work in journalism, public relations, communications, and/or public outreach.

4) KNOWLEDGE AND TECHNICAL SKILLS

Strong and demonstrated knowledge of the principles and practices of public relations, media relations, social media and journalistic writing and reporting techniques. Knowledge of technical aspects involved in the production of different public outreach activities, such as production of televised programs.

Excellent written and verbal communication skills with a demonstrated ability to translate highly technical material into easy to understand narrative. Exceptional analytical and editing skills. Excellent organizational and critical thinking skills.

Proficient knowledge of Microsoft Office applications, web design programs and social media, well-developed desktop publishing skills, and the capacity to present information creatively. Familiarity using a digital camera and videotaping equipment. Strong, working knowledge of Microsoft Word, Excel, Power Point, and Internet applications. Knowledge of administration of website content management systems and Adobe Creative Suite preferred.

A broad understanding of issues related to international development and transition economies, as well as the political, social and economic conditions in Central Asia. Experience with local media is desirable. Knowledge of procedures and programming methods and approaches of USAID or other international donors is preferred.

Superior project management skills and the ability to take initiative working with the direction of management; must be able to take ownership of projects, creatively problem solve and see through to completion. Demonstrated ability to work independently, managing several activities at once, and to work under pressure to meet very short deadlines while exercising sound independent professional judgment. Ability to maintain superior levels of professionalism while working under pressure in a fast-paced and sometimes difficult or dangerous environment.

5) INTERPERSONAL AND LEADERSHIP SKILLS

Exceptional leadership, communication and interpersonal skills and demonstrated ability and willingness to function collaboratively and productively as both a leader and a member of a multi-disciplinary and multi-cultural team, and must have the ability to work effectively in a team environment to achieve consensus on policies, activities and administrative matters and to influence relationships positively.

Proven ability to work well in complex institutional settings and to develop networks of relationships that facilitate collaboration among colleagues and a genuine interest in assisting USAID staff with expedient program implementation. Must exercise discretion, tact and diplomacy especially when dealing with politically sensitive issues, must be able to interact effectively with a broad range of internal and external partners and USAID clients, international organizations, and host country government officials or NGO counterparts. Strong oral and written communication skills, and an ability to work with a range of senior and technical officials in collegial and productive way.

Technical skills alone are not sufficient to be selected for this position.

6) LANGUAGE SKILLS

Minimum Level IV (Fluent) English and proven ability to communicate quickly, clearly, and concisely, both orally and in writing. Reading and speaking proficiency in Russian highly desirable.

D) SELECTION CRITERIA

Applicants will be evaluated against the following criteria:

Education: 15 points

Experience:	20 points
Knowledge and Technical Skills:	30 points
Interpersonal and Leadership Skills:	20 points
<u>Language Skills:</u>	<u>15 points</u>
Total:	100 points

Notice to Applicants: The USAID reserves the right to obtain from previous employers relevant information concerning the applicant's past performance and may consider such information in its evaluation.

9. APPLYING

Qualified individuals are requested to submit a) the most current Curriculum Vitae or resume; b) completed and signed AID 302-3 form (Offeror Information For Personal Services Contracts) including experience and salary history; c) list of references with telephone and e-mail contact information; and d) writing sample (maximum 2 pages) no later than COB (6 p.m. Almaty time) April 08, 2016. The form is available at the USAID website, <https://www.usaid.gov/sites/default/files/documents/1866/a302-3.doc>. The application package should be submitted by e-mail (preferred), DHL, or FedEx air courier by the closing date, above, to:

Human Resources Office
 USAID/CA Almaty
 41 Kazibek Bi Street
 Almaty, Kazakhstan
 Email: almaexo_hr@usaid.gov

Email or faxed documentation is preferred as mail delivery may be untimely. To ensure consideration of applications for the intended position, please reference the solicitation number on your application, and as the subject line in any cover letter.

USAID/CA expects to award a personal services contract for an off-shore or resident hire US Citizen for two-year period (extension optional) commencing o/a July 15, 2016 (as early as possible), subject to security and medical clearances and funds availability. The duty post for this contract is Almaty, Kazakhstan for Off-shore Hire candidate and/or Dushanbe, Tajikistan, or Tashkent, Uzbekistan, for Resident Hire if selected qualified candidate resides at either post (Almaty, Dushanbe or Tashkent).

10. Benefits include post differential, housing, and other benefits per USAID regulations. Basic household furnishings will be available in quarters to be provided by USAID.

11. For more information about USAID/Central Asia see Mission's website <https://www.usaid.gov/central-asia-regional>

Attachment 3

AS A MATTER OF POLICY, AND AS APPROPRIATE, A PSC IS NORMALLY AUTHORIZED THE FOLLOWING BENEFITS:

1. BENEFITS

Employer's FICA Contribution
Contribution toward Health & Life Insurance
Pay Comparability Adjustment
Annual Increase
Eligibility for Worker's Compensation
Annual & Sick Leave
Eligibility for 401(k)

2. ALLOWANCES (if Applicable).

(A) Temporary Lodging Allowance (Section 120).
(B) Living Quarters Allowance (Section 130).
(C) Post Allowance (Section 220).
(D) Supplemental Post Allowance (Section 230).
(E) Separate Maintenance Allowance (Section 260).
(F) Education Allowance (Section 270).
(G) Education Travel (Section 280).
(H) Post Differential (Chapter 500).
(I) Payments during Evacuation/Authorized Departure (Section 600), and
(J) Danger Pay (Section 650).

LIST OF REQUIRED FORMS FOR PSCs

1. AID 302-3 Offeror Information For Personal Services Contracts form.

**2. Medical History and Examination (DS-1843) or Contractor Physical Examination (AID Form 1420-62).

**3. Questionnaire for Sensitive Positions (for National Security) (SF-86), or

**4. Questionnaire for Non-Sensitive Positions (SF-85).

**5. Finger Print Card (FD-258).

NOTE: Form 5 is available from the requirements office.

* Standardized Regulations (Government Civilians Foreign Areas).

** The forms listed 2 through 5 shall only be completed upon the advice of the Contracting Officer that an applicant is the successful candidate for the job.

3. POLICY GUIDANCE PERTAINING TO PSCs

a) ACQUISITION AND ASSISTANCE POLICY DIRECTIVES (AAPDs) and CONTRACT INFORMATION BULLETINS (CIBs) contain changes to USAID policy and General Provisions in USAID regulations and contracts. Please refer to this website <https://www.usaid.gov/work-usaid/aapds-cibs> to determine which AAPDs and CIBs apply to this contract.

b) AIDAR: The Agency for International Development Acquisition Regulation (AIDAR) Appendix D - Direct USAID Contracts With U.S. Citizens or U.S. Residents for Personal Services Abroad found at: <https://www.usaid.gov/who-we-are/agency-policy> is the primary regulation governing USPSCs for USAID.